

### Claims

1. A method of identifying charitable organizations to receive proceeds from a sale of merchandise, the method comprising:
  - communicating information about the merchandise to a purchaser, the information comprising a price, identities of charitable organizations from a database of charitable organization generated by a predetermined variable, and a donation amount to be allocated to the charitable organizations upon the purchase of the merchandise;
  - receiving from the purchaser an offer to purchase the merchandise; and
  - receiving from the purchaser an identity of a charitable organization to which the donation amount is to be allocated.
2. The method of claim 1 wherein said predetermined variable is selected from the group of purchaser location, purchaser charitable preferences, venue location, ticket source preference, third party preference and charitable category.
3. The method of claim 1 wherein said purchaser further identifies more than one charitable organization to which said donation amount is to be allocated.
4. The method of claim 1 wherein the donation amount is expressed as a percentage of the price.
5. The method of claim 1 wherein the donation amount is expressed as a fixed dollar amount.
6. The method of claim 1 further comprising obtaining the merchandise from a seller at a cost.
7. The method of claim 6 wherein the donation amount is the difference between the price and the cost.

8. The method of claim 6 wherein the donation is the difference between the price and the sum of the cost and one or more fees.
9. The method of claim 8 wherein the one or more fees comprise one or more of a delivery fee, an administrative fee, a ticket source fee, and a processing fee.
10. The method of claim 1 wherein the merchandise is one or more tickets to an event.
11. The method of claim 10 wherein said one or more tickets are confirmed to be authentic prior to said communicating information about the merchandise.
12. The method of claim 1 further comprising qualifying said charitable organizations prior to communicating the identities of the charitable organizations to the purchaser.
13. The method of claim 12 wherein the qualification comprises determining that each of the charitable organizations is recognized as a charitable organization by the Internal Revenue Service.
14. The method of claim 1 further comprising receiving, from the purchaser, payment for the merchandise.
15. The method of claim 14 further comprising sending the donation amount to said identified charitable organization.
16. The method of claim 3 wherein said purchaser further identifies a percentage allocation said purchaser's preferred allocation of the donation amount to each of said identified charitable organizations.
17. The method of claim 3 wherein at least one of the identities of said charitable organizations is not included in the identities of the charitable organizations.

18. The method of claim 1 further comprising transmitting a confirmation to the purchaser.

19. The method of claim 18 wherein the confirmation comprises one or more of the price, a description of the merchandise, the donation amount, a customizable acknowledgment from said charitable organization, and the identified charitable organizations.

20. A method of allocating proceeds from a sale of merchandise to charitable organizations, the method comprising:

- receiving offers to purchase the merchandise from one or more of the consumers, each of the offers comprising an offer price;

- selecting one of the offers as a winning offer;

- designating the consumer who submitted the winning offer as a purchaser of the merchandise;

- communicating to the purchaser an indication the purchaser's offer was accepted, and identities of charitable organizations from a database comprising a list of charitable organizations generated by predetermined variables;

- receiving from the purchaser an identity of a charitable organization to which a portion of the winning offer price is to be allocated; and

- allocating a portion of the winning offer price to said charitable organization.

21. The method of claim 20 wherein the information comprises a percentage of the sale proceeds that will be donated to charitable organizations.

22. The method of claim 20 wherein the information comprises a fixed dollar amount of the sale proceeds that will be donated to said charitable organization.

23. The method of claim 20 further comprising obtaining the merchandise from a seller at a cost.

24. The method of claim 23 wherein the portion of the offer price allocated to the charitable organizations is a difference between the winning offer price and the cost.

25. The method of claim 23 wherein the portion of the offer price is a difference between the winning offer price and the sum of the cost and one or more fees.
26. The method of claim 25 wherein the one or more fees comprise a delivery fee, an administrative fee, and a processing fee.
27. The method of claim 23 further comprising receiving, from the seller, the identities of charitable organizations.
28. The method of claim 20 wherein the merchandise is one or more tickets to an event.
29. The method of claim 28 further comprising a step confirming authenticity of said one or more tickets prior to said communicating information about the merchandise to consumers.
30. The method of claim 20 further comprising qualifying the charitable organizations prior to communicating the identities of charitable organizations to the purchaser.
31. The method of claim 20 further comprising receiving, from the purchaser, payment for the merchandise.
32. The method of claim 31 further comprising sending the portion of the winning price to the two or more identified charitable organizations.
33. The method of claim 20 wherein said purchaser further identifies more than one charitable organization to which said donation amount is to be allocated.
34. The method of claim 33 wherein the portion of the winning price is allocated to each of said identified charitable organizations in shares.

35. The method of claim 33 further comprising receiving from the purchaser a percentage allocation, the percentage allocation indicating the purchaser's preferred allocation of the portion of the winning price among each of the said identified charitable organizations.
36. The method of claim 35 further comprising sending portions of the winning price to said charitable organizations according to the percentage allocation.
37. A method of allocating charitable donations to charities, the method comprising:  
receiving information about merchandise from a seller of the merchandise, the information comprising a price, a donation amount to be allocated to a charitable organization, and identities of charitable organizations from a database comprising a list of organizations generated by predetermined variables to which the donation amount can be allocated;  
submitting an offer to purchase the merchandise; and  
submitting an identity of a charitable organization to which the donation amount is to be allocated.
38. The method of claim 37 wherein the donation amount is expressed as a percentage of the price.
39. The method of claim 37 wherein the merchandise is one or more tickets to an event.
40. The method of claim 37 further comprising transmitting payment information for the merchandise to the seller.
41. The method of claim 37 further comprising submitting identities of more than one charitable organizations to which said donation amount is to be allocated.
42. The method of claim 41 further including submitting a percentage allocation, the percentage allocation indicating a preferred allocation of the donation amount among the more than one charitable organizations.

43. The method of claim 41 wherein the more than one identified charitable organizations comprises one or more charitable organization not included in the identities of charitable organizations.
44. The method of claim 37 wherein the offer to purchase the merchandise and the preferred allocation are submitted substantially simultaneously.
45. A system for facilitating the allocation of charitable donations to charitable organizations, the system comprising
- a merchandise database for storing information associated with merchandise to be sold, the information comprising a price and a donation amount;
  - a charity database for storing information associated with charitable organizations, wherein a list of charitable organizations may be generated by a predetermined variable from said charity database;
  - a first communications module in electronic communication with the merchandise database for sending the information associated with the merchandise to be sold and the information associated with the charitable organizations to a purchaser of the merchandise; and
  - a second communications module for receiving, from the purchaser, an offer to purchase the merchandise and identity of a charitable organization to which the donation amount is to be allocated.
46. The system of claim 45 wherein said predetermined variable is selected from the group of purchaser location, purchaser charitable preference, venue location, ticket source preference, third party preference, and charitable category.
47. The system of claim 45 further comprising a commerce module for receiving and processing payment instructions from the purchaser of the merchandise.
48. The system of claim 45 wherein said second communications module may receive an identity of more than one charitable organization to which said donation amount is to be allocated.

49. The system of claim 48 further comprising an allocation module for allocating the donation amount among the two or more identified charitable organizations.
50. The system of claim 49 wherein the allocation module further affects payment to the two or more identified charitable organizations.
51. The system of claim 50 further comprising a payment database for storing information associated with the affected payments.
52. The system of claim 51 further comprising a reporting module for generating reports describing one or more of the data in the merchandise database, the data in the charity database, and the data in the payment database.
53. The system of claim 45 further comprising a fee processing module for determining one or more fees associated with the offer to purchase the merchandise.